THE CAR BUICK '59

WITHIN REACH OF TWO OUT OF THREE NEW CAR BUYERS

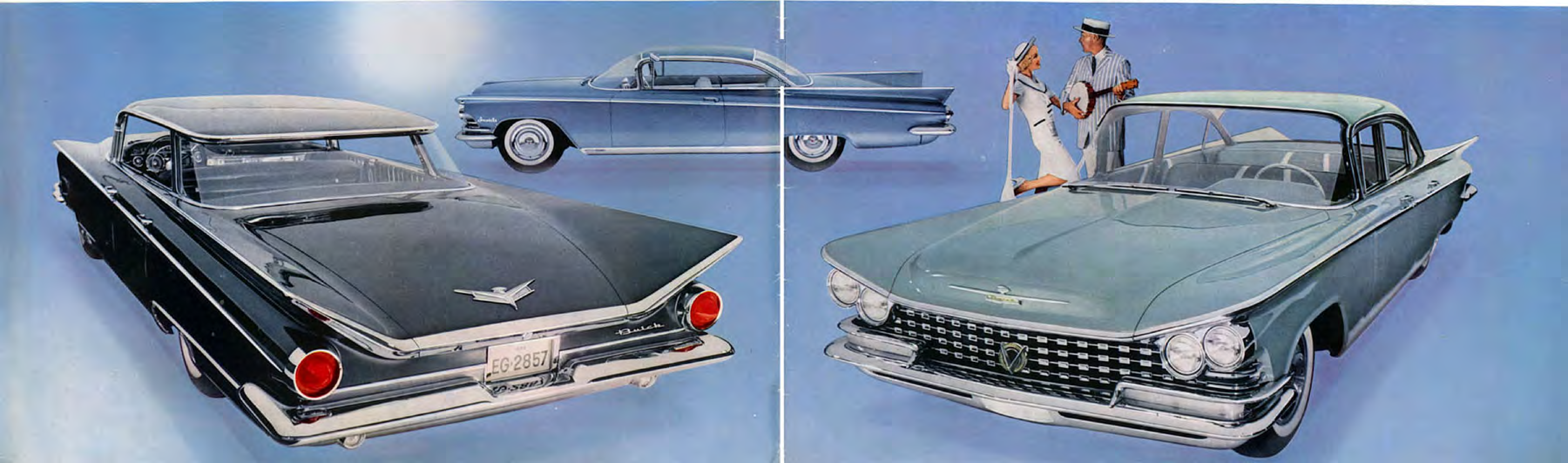


BUICKS SO NEW EVEN THE NAMES HAD TO BE NEW

LeSABRE THE THRIFTIEST BUICK, INVICTA THE MOST SPIRITED BUICK, ELECTRA THE MOST LUXURIOUS BUICK

This is Buick's year! There's fabulous new styling highlighted by all-new four-door hardtops and new high and wide Vista-Panoramic windshield! New power and flow with two new spirited Wildcat engines and new Twin and Triple Turbine transmissions! New instant-response, Easy Power Steering! New Buick Equipoise chassis! New Magic-Mirror finishes! Literally, the '59 Buicks are new and wonderful from road to roof . . . a new generation of great Buicks!

1959 Buicks illustrated: *Left*, Electra 225 four-door hardtop in Sable Black; *center*, Invicta two-door hardtop in Shalimar Blue; *right*, LeSabre four-door sedan in Glacier Green



LE SABRE

THE THRIFTIEST BUICK

You'd never guess from the looks, inside *and* out, that the '59 Buick LeSabre models are the thriftiest '59 Buicks. In fact, from the low, luxurious appearance of its styling . . . the unique new over-hanging rear roof and Vista-Panoramic windshield, one might think that the LeSabre four-door hardtop, shown below, was one of the costliest cars on the road. The truth is it's far from it . . . and certainly within reach of 'most every new car buyer.



1959 Buick LeSabre four-door hardtop in Magic-Mirror Turquoise

Buick '59 takes a bold new approach to engineering as well as styling. Standard equipment in the LeSabre four-door sedan (right) and the LeSabre two-door hardtop (left) are such outstanding advancements as the new Equipoise chassis with its new more rigid "K" frame, deep-cushioning coil springs front and rear, award-winning aluminum front brake drums and finned cast iron rear drums. A 10 minute ride will prove there is a *big* difference in Buick '59!





1959 Buick LeSabre two-door hardtop in Magic-Mirror Pearl Fawn

1959 Buick LeSabre four-door sedan in Magic-Mirror Shalimar Blue

The 1959 Buick instrument panel is more than new and good-looking . . . it makes driving easier. Notice the extra width of the speedometer (you can read it in a flash) . . . the convenient arrangement of the instrument clusters and controls. A color-matched Safety Pad is standard equipment on Invicta and Electra models, optional on LeSabre models.



Buick spared nothing to make the LeSabre series the finest values in the land. Proof is here in the use of luxurious yet durable "Barbary Cloth" and Cordaveen (standard on all LeSabre models except convertible and Estate Wagon). Custom designed "Balfour Cloth" and Cordaveen interiors (see page 14) are available at slight additional cost on all LeSabre models (except convertible, Estate Wagon and two-door sedan).



Fun comes by the trunkful when you have the LeSabre convertible (left) or two-door sedan (right) as a travelmate. For winging you on your way is Buick's new Wildcat engine . . . the new lightweight power champ for 1959 that gives you sparkling performance and agility with remarkable driving economy. Test drive a new Buick LeSabre . . . it's really fun.



1959 Buick LeSabre convertible in Magic-Mirror Tampico Red

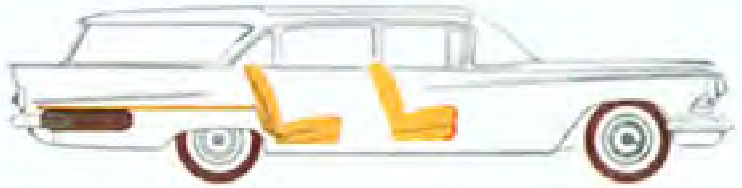
1959 Buick LeSabre two-door sedan, in Magic-Mirror Turquoise



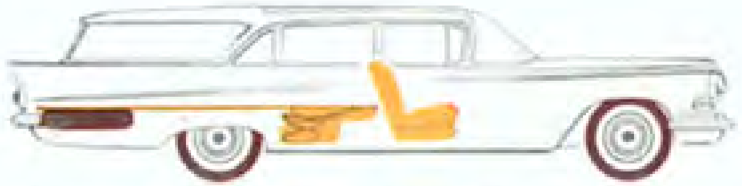
If you like the youthful flare of a convertible, you'll love the way Buick has carried this sprightly feeling into the interior design of the LeSabre convertible. Note the clean, tasteful design and application of the textured Cordaveen sparked by the contrasting white Cordaveen accent. Available in four smart new colors.



The LeSabre Estate Wagon Cordaveen upholstery has the knack of taking rough-and-tumble treatment and with just a wipe of damp cloth bouncing back to its original luxurious appearance. Take your choice of five new interior color schemes . . . all perfectly blended to harmonize with the exterior Magic-Mirror colors.



With the Estate Wagon second seat in upright position, you can carry 6 passengers in complete sedan comfort . . . and still have an area of almost 5 feet of toting space behind the second seat.



When you fold the second seat flush with the floor (. . . it takes just a flip of a finger), your toting space increases tremendously (to over 10 feet) giving you all sorts of room for garden tools, lumber and do-it-yourself materials.

Have a hauling job . . . like a car full of kids to the beach or a ketch to the slip? Or how about a date at the club in full formal attire? Call on the LeSabre Estate Wagon . . . it belongs everywhere and takes you there in a grand-new style. (Special hint . . . you'll like the absence of a heavy lift gate and the way the electric rear window (optional) disappears into the tail gate.)



1959 Buick LeSabre Estate Wagon in Magic-Mirror Tawny Rose—two seat version standard, junior third seat optional

If you're the kind of a person who likes high-stepping action . . . then one of the fabulous '59 Buick Invicta models is the right car for you. For with just a touch of the accelerator Buick's new high-performing Wildcat 445 engine and fluid-smooth Twin Turbine transmission (both are standard equipment on all Invictas) whisk you out ahead with barely a whisper of effort. Try the Invicta two-door hardtop... and see what fun driving can really be!

INVICTA

THE MOST SPIRITED BUICK



1959 Buick Invicta two-door hardtop in Magic-Mirror Glacier Green



The extremely good-looking and tasteful "Balfour Cloth" and Cordaveen interior you see here is available in four interesting new color combinations . . . and is standard on Invicta hardtops as well as the four-door sedan. The Invicta Estate Wagon carries the same design but features the use of washable Saran "Balfour" with Cordaveen. The "Balfour Cloth"-Cordaveen design is available as Custom trim at modest extra cost on the LeSabre hardtops and four-door sedan.

Like a "solid" feel beneath you when you drive? Prefer the extra roominess of a four-door model? Then look into the Invicta four-door hardtop (left) or four-door sedan (right) before you make your selection. Although both are brand-new from stem to stern they're deeply endowed with the Buick tradition of being America's finest, most comfortable highway car.



1959 Buick Invicta four-door sedan in Magic-Mirror Wedgewood Blue

1959 Buick Invicta four-door hardtop in Magic-Mirror Sierra Spruce

Got a yen for a "sports" car? Try the Invicta convertible (right) or Estate Wagon (left) on for size. They're big enough to carry your whole family (with room to spare) . . . yet give you the command and feel of the road, the spirit and action of a true sports car. Try them on the highway . . . they're steady and sure in motion. Needle through the thickest traffic . . . they're as agile and light on their feet as a kitten.



Look at the space you have in the Invicta Estate Wagon! From the back of the front seat to the end of the tailgate there's over 10 feet. And look at the width, too . . . almost 5 feet from side to side. Note that the rear window rolls down into the tailgate — no more heavy tailgate to lift. (Electric rear window optional.)



The Invicta convertible interior is one of the most striking designs ever created for an automobile. And for your selection, the textured Cordaveen is available in four smart new color combinations that harmonize perfectly with the new Magic-Mirror exterior paints and five top choices.



1959 Buick Invicta Estate Wagon in Magic-Mirror Shalimar Blue, two seat version standard, junior third seat optional

1959 Buick Invicta convertible in Magic-Mirror Arctic White

ELECTRA

THE MOST LUXURIOUS BUICK

Once in a decade or so a new car is introduced that is exceptional in every respect . . . an automobile that makes an indelible mark in motoring history. This is the case with the 1959 Buick Electra. For here, as illustrated in the Electra 225 four-door hardtop, are the rare qualities that make a motor car truly great . . . simplicity and purity of design, sound and creative engineering . . . with careful and exact manufacturing. This is Buick Electra for 1959!



1959 Buick Electra 225 four-door hardtop in Sable Black



Fine, textured nylon Mojave cloth . . . or high-pile wool broadcloth in a fine array of subtle colors is available to those who prefer the ultimate in interior luxury that is found in the 1959 Buick Electra 225 four-door hardtop and four-door Riviera.

Outstanding new member of the great Buick family for 1959 is the exclusive Electra 225 four-door Riviera sedan . . . one of the most magnificent Buicks ever built. As you might expect in an automobile of such stature, there's luxury in great depth. Exquisitely appointed interiors, new Twin Turbine transmission, new Easy Power Steering and power brakes are but a few of the features that are standard equipment on Buick Electras.



1959 Buick Electra 225 four-door Riviera sedan, in Magic-Mirror Tawny Rose





A whole new view of the road opens up before you with the new Buick Vista-Panoramic Safety-Plate glass windshield. Electric windshield wipers are standard on all models . . . new wide-sweep electric wipers with integral windshield washers are standard on Electra, optional on LeSabre and Invicta models.

Illustrated . . . the luxurious hand-buffed leather interior of the fabulous Electra 225 Convertible. Available in bucket seats, as shown, or regular seats . . . in a magnificent range of colors. Electra hardtops and four-door sedan are tastefully upholstered in supple nylon Mojave cloth capped by textured Cordaveen or fine wool broadcloth and Cordaveen.

All eyes turn when the low-slung Electra 225 convertible sweeps by. And rightly so . . . for here is the king of convertibles. Young and bright in spirit. Nimble in performance and solid in dependability! And tastefully elegant, too, with its hand-buffed top-grain leather interiors.

Electra by Buick . . . magnificent new automobiles endowed with Buick's great tradition of quality! Designed and built with generous portions of length and luxury! Rich in genuine pride of ownership! The immediate recognition and respect you'll enjoy driving the Electra four-door hardtop are just two of the many wonderful pleasures that come with owning Electra by Buick.



1959 Buick Electra four-door hardtop, in Magic-Mirror Wedgewood Blue

1959 Buick Electra 225 convertible in Magic-Mirror Copper Glow; available with both regular or optional bucket seats

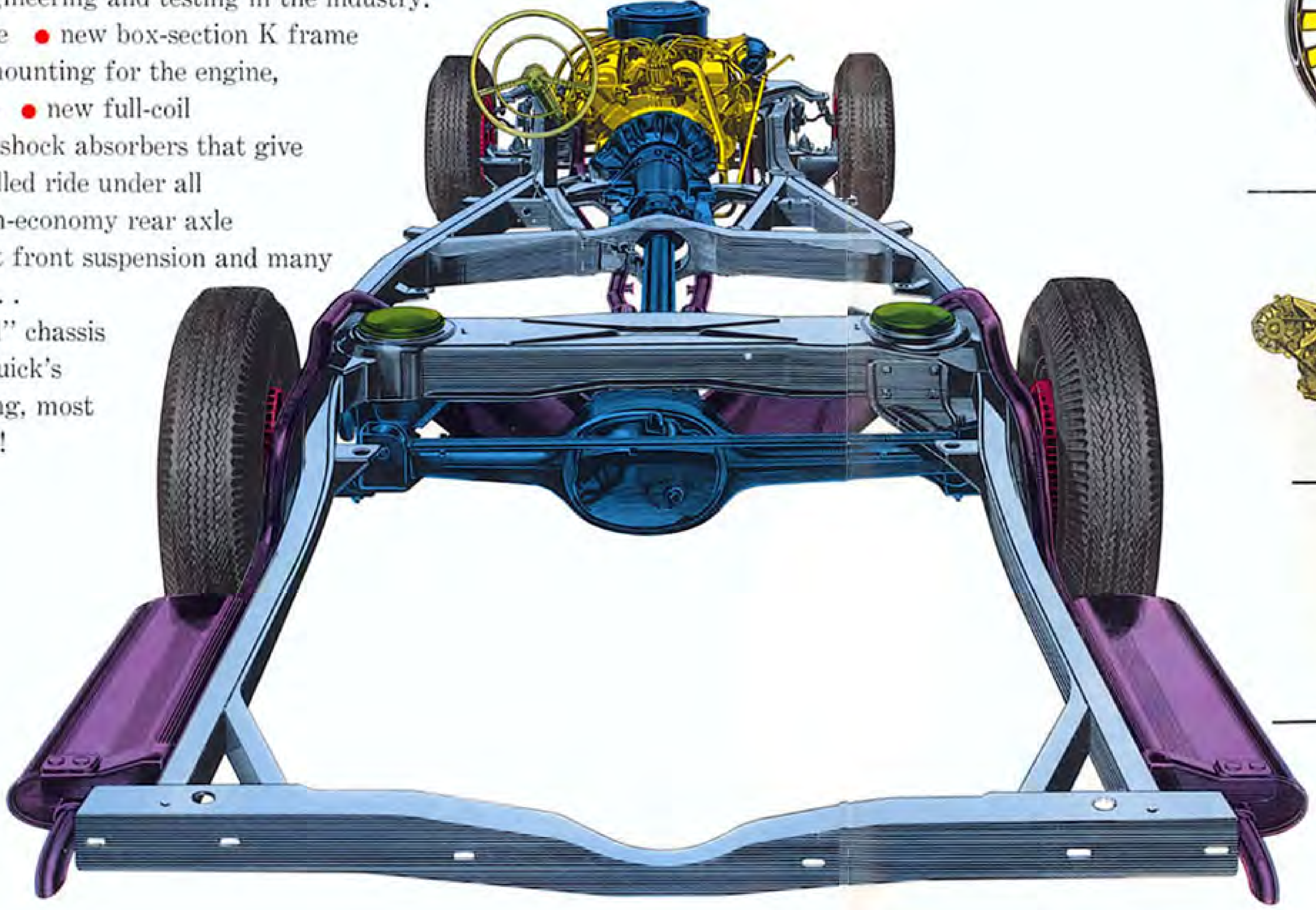
Command of the highway and everything on it is in the hands of the discriminating man who drives the luxurious new 1959 Buick Electra four-door sedan (left) or two-door hardtop (right). For beneath the hoods of these two magnificent automobiles purrs the great new economical and powerful Buick Wildcat 445 engine that's coupled to the industry's smoothest automatic transmission . . . the new Buick Twin Turbine Transmission (standard equipment on all Electras). If you demand *even greater* performance, Buick's new instant-action Triple Turbine Transmission is optional on Electra as well as Invicta and LeSabre models.



1959 Buick Electra four-door sedan in Magic-Mirror Lido Lavender

1959 Buick Electra two-door hardtop in Magic-Mirror Silver Birch

Before you is the 1959 Buick Equipoise chassis . . . actually three full years in development. It's the product of the most creative and progressive engineering and testing in the industry. Such advance features as the ● new box-section K frame that provides a truly solid mounting for the engine, body and other components ● new full-coil spring suspension with new shock absorbers that give you the same gentle, controlled ride under all road conditions ● new high-economy rear axle ● stabilizer bar ● ball-joint front suspension and many other great advancements . . . all combine into a "balanced" chassis that again in '59 confirms Buick's position as the finest handling, most comfortably riding car built!



NEW BUICK BODY BY FISHER

Buick bodies for 1959 are stronger, quieter and safer than ever before. Grueling tests over the worst roads imaginable, under all kinds of weather conditions in coastal and inland areas proved once again Buick's superiority of structural design, engineering and manufacturing. Ride in a '59 Buick and feel the solidness of its great new *Fisher Body*!



NEW TWIN AND TRIPLE TURBINE TRANSMISSIONS

Buick's new Twin Turbine with its variable-pitch stator blade gives you an all-new kind of power-flow smoothness, driving economy and performance. No pauses or jerks in engine thrust . . . just one complete, steady flow of power to the rear wheels . . . delivering maximum control even on slick or icy roads. For quicker acceleration, the stator blades switch to high pitch position when the accelerator is fully depressed. Standard on Invicta and Electra models, optional on LeSabre.

Want smoothness and economy *plus* extra get-up-and-go? Then choose Buick's new Triple Turbine. The stator with its infinite pitch stator blades that change angle automatically at your command teams with the new Wildcat engines to give you an all-new high in performance. Triple Turbine is optional on all 1959 Buicks.



NEW WILDCAT ENGINES

Buick's newly designed, highly economical engine with 250 horsepower gives you the kind of performance you want. With 364 cubic inches of displacement, 10.5 to 1 compression ratio with optional Twin or Triple Turbine transmissions (8.25 to 1 with standard Synchromesh transmission) you get instant action at the touch of your toe. For extra go, the Wildcat engine, coupled to the high-performance 3.23 to 1 rear axle, is available with optional Power Pack that boosts horsepower to 300!

Wildcat 445! Standard equipment on Invicta and Electra models, Buick's new 325 horsepower Wildcat 445 engine is the highest performing, most efficient engine in Buick history. Slip behind the wheel and feel the thrill you get from the "445's" big 401 cubic inch displacement, 10.5 to 1 compression ratio and 445 foot pounds of torque.



NEW ADVANCED BUICK AIR RIDE

Developing and introducing new engineering advancements is a tradition with Buick. And now in '59, Buick again takes the bold step forward with a new kind of Air Ride. Combining the advantages of both full coil suspension and full air suspension, Buick's new Air Ride with its front coil springs and rear air springs delivers the finest ride yet developed. The front coil springs are soft, yet have just the correct firmness to provide excellent handling qualities. The rear air springs give you an absolutely smooth, shock-free ride . . . and keep the car perfectly level regardless of the number of passengers or the load you're carrying. Optional on all models.



NEW BRAKES

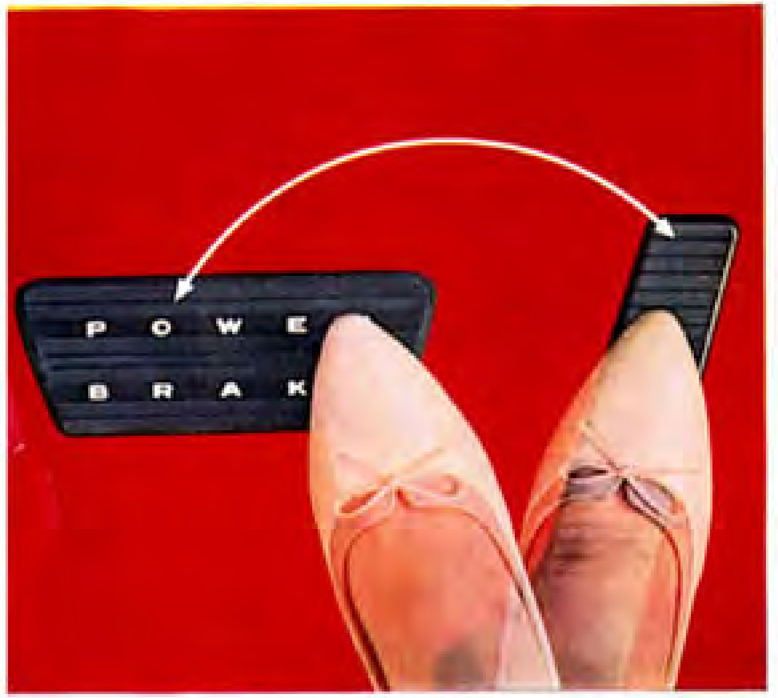
Buick '59 ingeniously eliminates excessive heat build-up in front brakes through the use of turbulent-air cooled, finned aluminum brake drums with bonded iron brake surfaces. Cooling fins on the completely new cast iron rear drums swirl the air around the brake area carrying off the excessive heat that causes brake "fade out." With Buick's new brakes you stop surely and smoothly time after time after time.



NEW INSTANT-RESPONSE EASY POWER STEERING

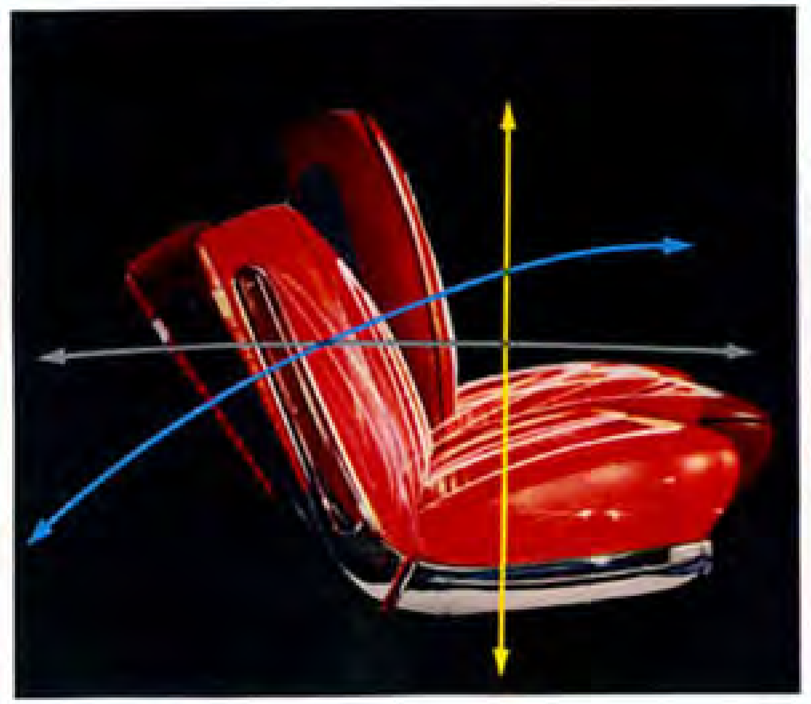
Great new advancement for 1959! Just one degree turn of the wheel and Buick's new Easy Power Steering takes over and does 90% of the job. Buick's new Easy Power Steering works only when you need it giving you perfect driving control whether on straightaways or needling through heavy traffic. Try it . . . you'll be amazed at the wonderful difference. Optional on LeSabre and Invicta models, standard on all Electras.

FUN COMES AUTOMATICALLY WITH BUICK ENGINEERED OPTIONS



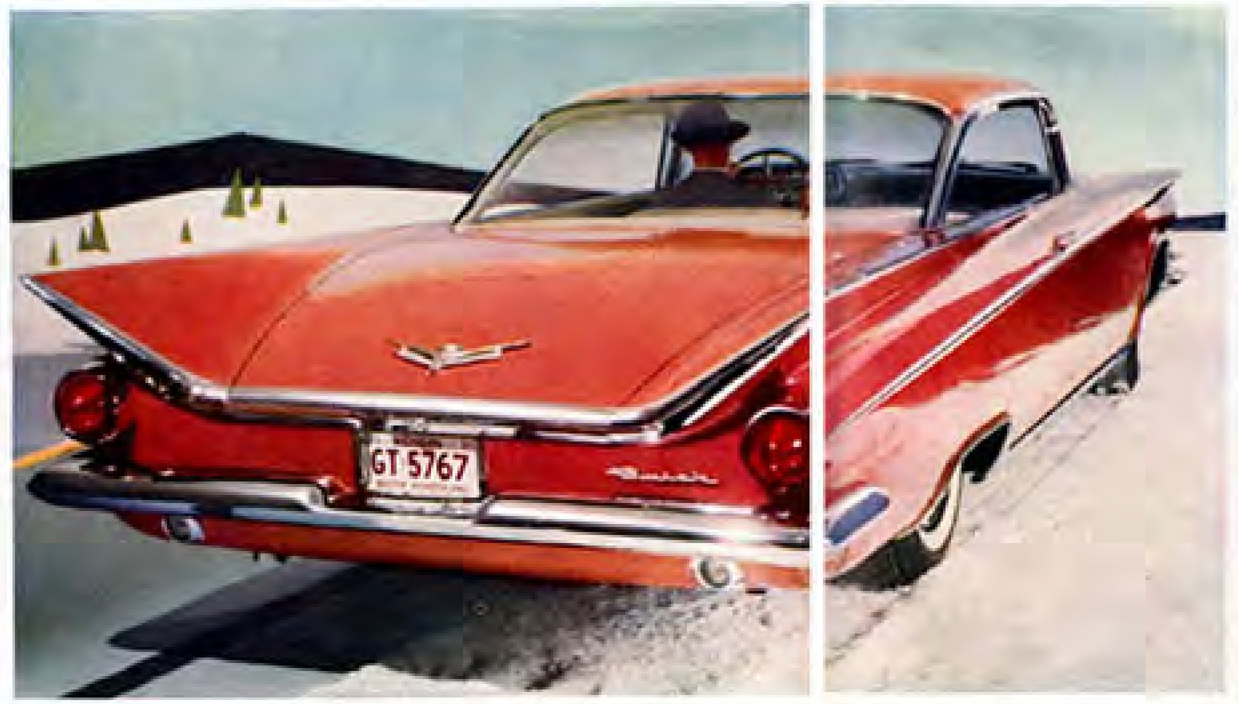
BUICK POWER BRAKES

Buick's power brakes team with Buick's new aluminum front brake drums to give you effortless, sure stops, time after time. No need to lift your foot from the accelerator, just pivot your foot to the wide brake pedal. A large reserve tank gives you about four normal stops even after engine is turned off. Optional LeSabre and Invicta, standard on Electra. (Turbine transmission required.)



BUICK POWER SEAT

Put the seat just exactly where you want it . . . forward, back, up, down or tilted . . . with a simple touch of the electric control. Ideal for long and short legged members of the family . . . and ideal, too, on long trips for with just a slight change in seat position you drive more comfortably and arrive fresher. Optional all models except LeSabre 2-door Sedan.



POSITIVE-TRACTION DIFFERENTIAL

Let the ice, snow, mud or sand come, you'll keep moving with Buick's new Positive-Traction. The new differential automatically transfers the power from the slipping wheel to the wheel with traction . . . taking you quickly and smoothly out of annoying predicaments. Test drive Buick's Positive-Traction and feel the increased control. Positive-Traction Differential optional on all models.



AUTOMATIC HEAT AND FRESH AIR CONTROL

Just set the heater dial . . . the optional Automatic Control does the rest by adjusting to outside and inside temperatures. Here's how it works: heater blower goes on as soon as the water to the heater warms up. When sufficient heat is available, blower goes on full and stays there until temperature inside reaches 72°. Then it returns to low. A higher or lower temperature may be achieved by adjusting dial. Separate control operates defroster.
Regular heater and defroster optional on all models.



NEW BUICK AIR CONDITIONING

Let the temperature and humidity soar, you'll drive cool and relaxed with Buick-engineered Air Conditioning as your travelmate. The combination inside-outside air system filters out dust and pollen . . . removes cigarette smoke quickly. A new 20% larger condenser is so effective, full capacity cooling is seldom needed. Drive completely comfortable the full year 'round with Buick Air Conditioning. Optional on all models.



















New Transistor Portable Radio—Like two transistor radios in one . . . a pocket portable to take outside the car and a high-performance car radio. To use outside the car, just remove the radio from its glove-compartment rack . . . it plays by itself with its own battery, speaker and antenna. As a car radio, just slip it back into position in the glove compartment (you can lock it if you like) and it plays on the car's electrical system, speaker and antenna. Optional on all models.

Estate Wagon Electric Rear Window—Now you can raise and lower the tailgate window electrically without ever getting out of your new Buick Estate Wagon. There are two switches, one located on the instrument panel and the other, a key-activated switch on the tailgate. Optional on both LeSabre and Invicta Estate Wagons.

Electric Antenna—with control on instrument panel lets you change antenna height without getting out of the car. Optional on all models when radios are ordered.

Safety Buzzer—Set the control at the speed you want to travel. When you exceed that speed the Safety Buzzer warns you. Standard on the Electra 225 series, optional on all others.

DeLuxe Steering Wheel—Color-styled to harmonize with interior trim combinations. Safe recessed hub design. Optional on LeSabre series, standard on all others.

DeLuxe Wheel Discs—Attractively embossed in chrome, with red Buick crest in the center. Standard on Invicta and Electra series, optional on LeSabre series.

Super-DeLuxe Wheel Discs—Embossed in a distinctive spoke and dimple pattern around a golden center design. Standard on the Electra 225 series, optional on all others.

Wide-Sweep Electric Windshield Wiper—Two-speed electric wipers clean way around the side giving you an even greater view of the road. A built-in windshield washer is included. Optional on LeSabre and Invicta, standard on Electra.

Easy Eye Glass—Cut annoying sun glare with Buick's Easy Eye glass. The gentle light green shading is barely noticeable. Optional (all models) on either all windows or on the windshield only.

ADDITIONAL ACCESSORIES NOT SHOWN

Wonder Bar Radio—Just touch the Wonder Bar, and automatically the nearest, strongest station is tuned in perfectly. Want to go to another station? Touch the bar or the convenient toe button and the next station is tuned in. A regular set of pushbuttons allows you to preset the stations you desire. Optional on all models.

Rear Seat Speaker—Like high-fidelity sound? In car radios, Buick's rear speaker working with the front speaker comes mighty close to it. Control allows you to use either or both together. Optional on all models except the LeSabre and Invicta convertibles and Estate Wagons.

Power Windows—The driver can raise and lower car windows without stopping, without uncomfortable stretching . . . just by a touch of a button of the master control panel (located on the driver's door). Passengers have individual controls for separate operation. Optional on all models except LeSabre 2-door sedan, standard on Electra 225 convertible.

New Power Vents—Now you can automatically adjust Buick ventipanes by a simple nudge of the electric control button located on each door. Available only on Electra and Electra 225 models.

Estate Wagon Junior Rear Seat—Ideal for pre-teen children. Can be removed from car when not in use. Optional on LeSabre and Invicta Estate Wagons.

Autronic Eye—Dims headlights automatically for approaching cars, brightens when they pass. Over-ride foot button allows regular dim-bright operation. Optional, all models.

Instrument Panel Safety Pad—Made of a cushioning material and covered with interior-harmonizing Cordaveen. Optional on LeSabre, standard on Invicta and Electra models.

SAFETY GROUP—Standard Electra 225, optional all others • Safety Buzzer • Back-up Lights • Glare-proof inside rear view mirror • Parking brake signal • Map light.

ACCESSORY GROUP—Optional LeSabre, Standard Invicta and Electra • Electric Clock • Trunk light • License plate frame.

1959 BUICK SPECIFICATIONS

LeSabre Standard Equipment: Direction Signals; Sliding Sunshades; Cigarette Lighter; Automatic Glove Compartment Light; Electric Windshield Wipers; Outside Rear View Mirror on Convertible; Dual Horns; Gas-Filler Door; Horizontal Redliner Speedometer; Trip-Mileage Indicator; Safety Plate Glass in every window.

Invicta Standard Equipment: Twin Turbine Transmission; Foamtex Cushions; Electric Clock; Automatic Trunk Light; License Plate Frame; Safety Instrument Panel Cover; Deluxe Steering Wheel; Deluxe Wheel Covers; Outside Rear View Mirror on Convertible; plus LeSabre standard equipment.

Electra Standard Equipment: Easy Power Steering; Power Brakes; Wide-sweep Electric Windshield Wipers with Integrated Windshield Washer; Dual Exhaust; plus LeSabre and Invicta standard equipment.

Electra 225 Standard Equipment: Power Front and Rear Windows on Convertible; Back-Up Lights; Glare Proof Mirror; Parking Brake Signal Light; Safety Buzzer; Map Light; Super Deluxe Wheel Covers; Outside Rear View Mirror; plus LeSabre, Invicta and Electra standard equipment.

LeSabre Clutch and Transmission—Coil springs, single dry-plate clutch. All-silent Synchromesh Transmission, helical gears.

Twin Turbine Transmission—Standard on Invicta and Electra. Torque converter. Fully automatic. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall 3.5 at 3300 rpm. Total oil capacity (refill) 24 pints.

Triple Turbine—Optional at extra cost on all models. Fully automatic. Three turbines. Infinite pitch stator. Total oil capacity, 25 pints.

LeSabre Valve-In-Head Wildcat Engine—250 horsepower, compression ratio 10.5 to 1 with Turbine Transmission (optional). Bore and stroke 4.125 x 3.4. Displacement, 364 cubic inches. Dual downdraft carburetor. Single exhaust with cross-over. Maximum torque, 384 ft.-lbs. at 2400 rpm. with Turbine Transmission. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow oil filter.

Buick Valve-In-Head Wildcat 445 Engine—Standard Invicta and Electra—325 horsepower, compression ratio 10.5 to 1. Bore and stroke 4.1875 x 3.640. Displacement 401 cubic inches. Four Bbl. downdraft carburetor. Dual exhaust and four-reverse flow muffler. Maximum torque, 445 ft.-lbs. at 2800 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow oil filter.

LeSabre and Invicta Wheelbase—123.0 inches on all models. Front tread, 62 inches. Rear tread 60 inches. Over-all car length, 217.4 inches.

Electra Wheelbase—126.3 inches on all models. Front tread, 62 inches. Rear tread 60 inches. Over-all car length, Electra, 220.6 inches; Electra 225, 225.4 inches; convertible, 220.6 inches.

Fuel System—Built-in carburetor de-icer. Automatic choke and idle control. Intake silencer and aluminum element air cleaner on Wildcat; oil-wetted cleaner on Wildcat 445. Fuel tank capacity, 20 gallons. Anti-rust fuel line. Automatic intake manifold heat control.

Cooling System—Thermostatic and by-pass temperature control. Pressure relief valve in filler cap. Water capacity, 16.5 quarts, 19.0 quarts with heater.

Rear Axle—Buick Torque-Tube Drive, semi-floating rear axle with hypoid gears. Gear ratio; LeSabre, 3.07 to 1 with Twin Turbine, 3.23 to 1 with Twin Turbine and Power Pack; 3.23 to 1 Invicta and Electra; 2.78 to 1 all models with Triple Turbine.

Suspension—Ball-joint front suspension. Coil springs, front and rear. Track bar, tubular steel bar mounted in rubber. Buick Air Ride optional.

Steering—Ball bearing worm and nut; 28.8 to 1 over-all ratio. New Easy Power Steering optional.

Frame—Boxed side rails with "K" type crossmember.

Shock Absorbers—Double-acting direct-type, front and rear.

Brakes—four-wheel hydraulic. Air-cooled aluminum brake drums, front—fin cast iron brake drums, rear, 12.015 diameter, front and rear. StepOn Parking Brake.

Electrical System—12 volt—70 amp. Delco-Remy. Solenoid starter. Battery mounted under hood. Dual headlights.

Wheels and Tires—Full size 15" wheels. Tubeless Rayon Cord Tires. Broad rim, demountable steel disc wheels; LeSabre and Invicta, 15 x 5; Electra, 15 x 6. Tire size; LeSabre and Invicta, 7.60 x 15, 4-ply. 8.00 x 15, 4-ply optional on Invicta. 8.00 x 15, 4-ply standard on Electra.

Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models, and also to discontinue models.

BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION, Flint 2, Michigan


CK-9310